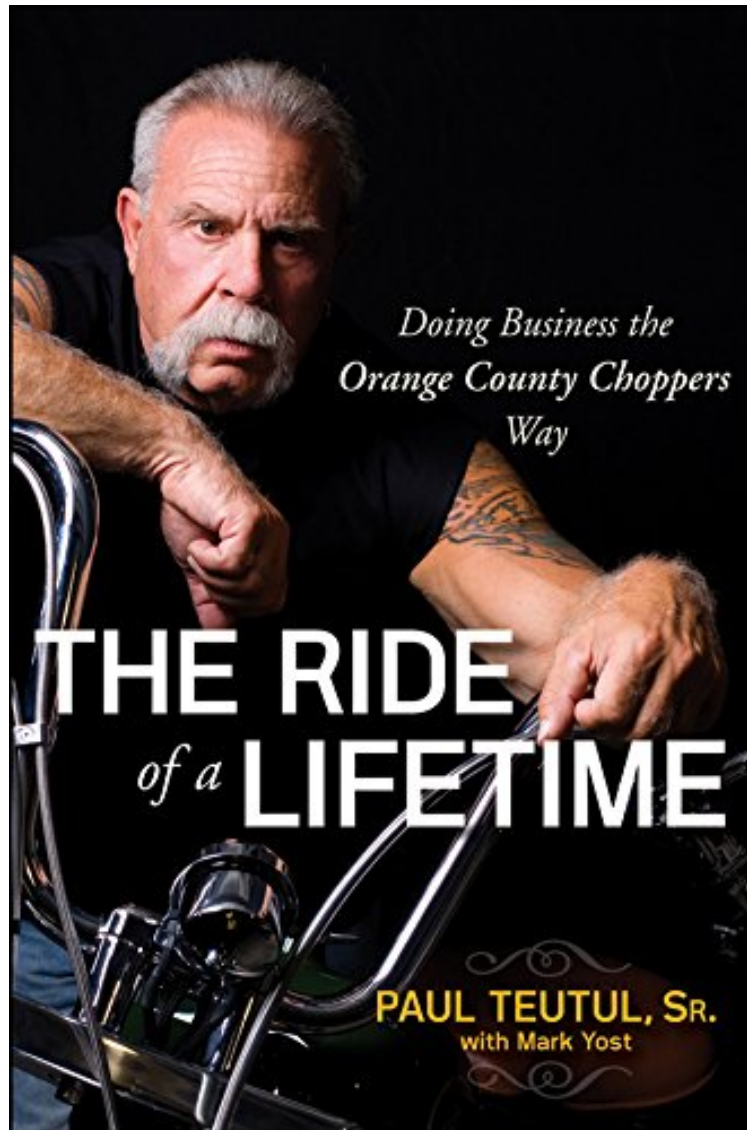


[Free read ebook] The Ride of a Lifetime: Doing Business the Orange County Choppers Way

The Ride of a Lifetime: Doing Business the Orange County Choppers Way

Paul Teutul

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



+

READ ONLINE

#566618 in eBooks 2009-05-13 2009-05-13 File Name: B002AWX5X0 | File size: 56.Mb

Paul Teutul : The Ride of a Lifetime: Doing Business the Orange County Choppers Way before purchasing it in order to gage whether or not it would be worth my time, and all praised The Ride of a Lifetime: Doing Business the Orange County Choppers Way:

2 of 2 people found the following review helpful. The facts don't add up to realityBy Frank ForrestFor any OCC fan that has followed the exploits of the Teutel clan, it was pretty obvious that the friction between Paul Senior and Paul Junior would finally come to a head with both parties coming out more damaged than they could have possibly

guessed. Paul Senior's book is an attempt to revise the Teutel family business history and put him in a place where he evidently always wanted to be--the guy totally in charge. The book is written to help other business people in achieving their goals of success with Teutel's many anecdotes, personal philosophy, and honesty in talking about his personal demons while growing up. But the book doesn't ring true when it comes to the success of OCC as he tries to take credit for everything that made OCC a success. His obvious agenda is to rewrite history and take all the glory for himself, while marginalizing the contributions of his son, Paul Jr. Paul Senior didn't mean this book to be a personal insight into his character, but that's what you get when you finish reading his book. You can't help but feel sorry for the man that had everything but couldn't share his fame and success with anyone else. The book is an exercise in bragging, but more than this, it shows who Paul Senior really is and has little to do with business philosophy as much it is about what makes this man tick.

2 of 2 people found the following review helpful. I like this book for different reasons
By Matt I have watched the show for years. Paul Sr is always a tough customer. But - I actually had the pleasure of meeting him recently as our company had a bike built by OCC. Paul could not have been any nicer or any more genuine. I saw this book in the showroom at OCC and bought that night. Its written by Paul... so it reads like he's sitting there telling you the stories. I found it to be a fast read and to the point. He tells about his past and how his work ethic and passion got him to where he is now. The biggest thing I learned from meeting him and reading this book is that regardless of the show, fame and money, Paul Sr would be just as happy building bikes in his garage as he is doing it where he is now. I applaud his success and find his story to be an inspiration.

4 of 5 people found the following review helpful. Worth A Read For Fans, But Disappointing
By Bill I wanted to like this book. I really did. I read business books, I read biographies, and I'm a big fan of the Tuttles American Chopper. What perplexes me is how short the book can be, yet be so repetitive. And why so is much left out? Senior aims to write a book to help the small business owner, akin to Jack Welch's "Winning." He's certainly qualified, having grown first Orange County Ironworks and then OCC, but oddly absent from the book is perhaps the most pivotal moment in the shop's history -- getting on Discovery the creation of American Chopper. The growth through the period, the expansion of bringing things in-house, expanding into a production line, what's involved in a custom bike... none of it's there. Likewise the discussion about employees relations. He talks about a few cases, good bad. He talks about Rick how employees are like family need to be treated as such. But no mention of one of one of the employees that was there for most of the beginning, Vinnie. I'd like to hear Paul's take on it, for better or worse, etc. I think a much interesting book would have been one that simply chronicled the rise of OCC, and the Tuttles in conjunction with it. Hopefully they write that one day. All said, it's a short book. If you're a fan interested in business, it's probably still worth reading, just be ready for disappointment.

Tough, smart business advice from the star of the hit TLC reality show "American Chopper" Now in paperback, *The Ride of a Lifetime* elucidates the business principles that have made Paul Teutul Sr. and Orange County Choppers a household name. Paul's smart, commonsense business wisdom works for businesses both big and small in any industry. Here, he shows you firsthand how he built a uniquely successful business by working hard and demanding it from others; encouraging and embracing unfettered creativity; establishing well-defined roles for every team member and demanding they support each other; and using honest conflict and confrontation to solve problems and constantly innovate. Paul and his sons build the best one-of-a-kind choppers in the world with unrivaled passion, creativity, and honesty. *The Ride of a Lifetime* shows you how they do it. Offers an inside look at the business practices that built Orange County Choppers into a massively successful business Reveals a different side to the OCC family patriarch Full of practical, real world business principles that lead to unlimited success for any business *The Ride of a Lifetime* is a smart, tough-as-nails guide to business success that every entrepreneur should read.